

News and updates for the licensee community from the Virginia Alcoholic Beverage Control Authority (ABC).

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Virginia Alcoholic Beverage Control Authority

# LICENSEE

SEPT. 2020 ISSUE

RESOURCES



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## Two New Initiatives, One Easy Change

When the onset of COVID-19 slowed development of ABC's new online licensing system, we decided to merge the launch of this web portal service with our introduction of second initiative—a new, streamlined license structure.

The new license structure, recently approved by the General Assembly, will consolidate 152 existing alcohol licenses down to 71, in a set of 12 categories, and reduce complexity and duplicative processes for businesses that manufacture, sell and/or serve alcohol. [Read more.](#)

## Games of Skill

Legislation passed during the veto session in April 2020 along with emergency regulations adopted by the ABC Board established a registration and tracking mechanism for each game of skill machine in Virginia. Virginia ABC's Bureau of Law Enforcement is responsible for implementing the provisions of the regulation to track and monitor the machines. [Read more.](#)

## Identification Checks on Deliveries



As a reminder, for licensees who are delivering alcohol to customers' homes, whomever is delivering the product must denote on electronic or paper form the legible full name of the individual that is receiving the delivery as well as the method of verification for documenting the recipient was at least 21 years of age.

The [Licensee Resources](#) page on the Virginia ABC website has more information about this and more COVID-19 related privileges for licensees.

## Enter for a chance to win a VISA Gift Card!

ABC will give away three \$100 and four \$50 gift cards to seven current or new subscribers to the Licensee e-newsletter.

Subscribe to the Licensee e-newsletter before Nov. 30 by visiting the Licensee page on Virginia ABC's website and you'll be automatically entered in ABC's Subscriber Sweepstakes. If you had tried previously, please try again.

[Read more.](#)

## Spirited Bourbon Day

Celebrate the classic American spirit on Sept. 24 with Virginia ABC's Spirited Bourbon Day. In-store only on that day, save 20% on 750 ml sized bottles of [Basil Hayden's](#), [Blade and Bow](#), [Elijah Craig Small Batch](#), [Jefferson's Reserve](#) and [Woodford Reserve Double Oaked](#). Limit three bottles per license. Head to the [Promotions](#) page for more information.



## License Changes

During the 2020 Session of the General Assembly, substantial changes were made to some licenses available from Virginia ABC. You can find and read this

legislation here: [HB390](#), [SB389](#) and [SB447](#). You may also register to be notified of any proposed or final regulatory action related to this legislation [here](#).

## New Products

Virginia ABC brought 27 new products into its stores on July 1, including six Virginia spirits and wines! Check out the [Products page](#) to browse these new selections.

There will be no new products introduced in Q4 as the new products process was postponed due to COVID-19.

## RSVP and MART Classes

Virginia ABC will not offer its RSVP and MART classes in-person through the end of 2020 due to the COVID-19 pandemic. Both classes are still being offered online so businesses and managers can still undergo the important training they need for safe operation. [Read more](#).

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### ZERO TOLERANCE POLICY FOR UNDERAGE SALES AND CONSUMPTION

Whether you are a new licensee or a seasoned establishment professional, we cannot stress enough your important role in the community. The selling and serving of alcoholic beverages is a business that is subject to higher legal and social accountability than almost any other industry. As a licensee, you are responsible for maintaining a safe, regulated business and shoulder many responsibilities, including preventing underage sales and consumption of alcoholic beverages. Virginia ABC has a strict "zero tolerance" policy for underage consumption and looks to you to aggressively avoid these sales. [Read more about avoiding underage sales](#)

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